



A shot of intelligence:

The **Guanlan-powered** **AI mix** behind a smarter liquor store

CASE STUDY

CUSTOMER PROFILE



To watch the **video**,
please visit Hikvision [website](#).

Organization:

Liquor City Oasis
Brackenfell

Location:

Cape Town, South
Africa

Industry:

Retail

Solution:

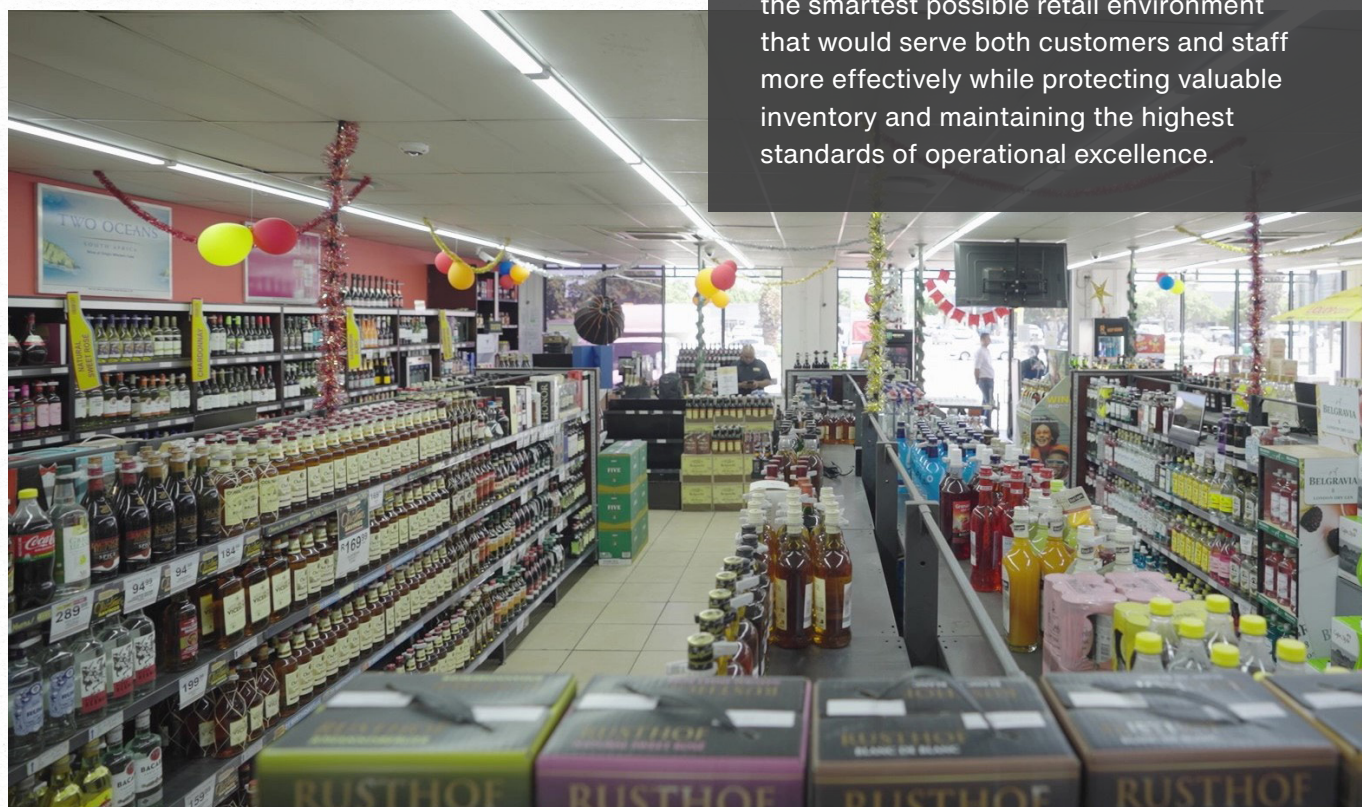
Business intelligence,
Guanlan large-scale
AI powered security
detection

How does a leading liquor retailer turn customer insights into competitive advantage? Liquor City's Oasis Brackenfell store in Cape Town, South Africa, found the answer through Hikvision's smart retail solutions. Powered by Guanlan large-scale AI models, the system provides actionable intelligence, helping the store optimize everything from product placement to staff scheduling.

The challenge

Meeting the demands of modern retail

As one of South Africa's most established liquor store franchises, [Liquor City](#) has built its reputation on offering customers an extensive selection of quality products and exceptional service. The management team of the Oasis Brackenfell store, however, wanted to elevate their operations even further. To do this, they looked for ways to better understand customer patterns, optimize store layout, ensure they had the right products available during peak periods, and other ways to streamline their daily operations. Their ambition was to create the smartest possible retail environment that would serve both customers and staff more effectively while protecting valuable inventory and maintaining the highest standards of operational excellence.



The solution

An intelligent system supporting operations throughout the store

To achieve this goal, the store partnered with [TMT Services and Supplies](#) to deploy a comprehensive Hikvision solution that brings together multi-dimensional data, AI-driven functions, and practical tools that staff can use every day. Each device has been selected to fit a real operational need, and the system is supported by Hikvision's [Guanlan large-scale AI models](#) which gives the store highly accurate smart functions that improve decision-making.

At the store entrance, two [DeepinView Moto Varifocal Dome Cameras](#) (IDS-2CD7146G2-IZHSY) provide insights into customer traffic patterns such as walk-in rates, walk-by rates, and overall foot traffic. Leveraged through the [Hik-Connect for Teams](#) business intelligence module, they effectively support management in optimizing store operations.



In the store, three [DeepinView Fisheye Cameras](#) (DS-2CD6365G1-IVS) have been placed across the aisles so that staff can know where customers spend the most time. Queue detection is enabled near the pay points, providing early alerts when customers have been waiting too long. This allows the team to open additional tills faster and reduce pressure during peak times.



At the checkout area, three [DarkFighter Fixed Dome Cameras](#) (DS-2CD2146G2H-ISU) provide clear images day and night and, through integration with point-of-sale (POS) data, provide a comprehensive view of sales trends. This integration helps resolve customer inquiries about purchases quickly and accurately, enhancing service quality.



In the storage area for high-value products, a Face Recognition Terminal (DS-K1T342MWX-E1) helps manage access. Only authorized personnel can enter, and the terminal also supports time-and-attendance recording, helping the store maintain orderly storage management.



Supporting the entire system is a [DeepinMind NVS](#) (iDS-6716NXI-M1/AI(B)). This uses Hikvision's Guanlan large-scale AI models to deliver specialized capabilities for various scenarios. These include fall detection to ensure staff and customer safety, gun detection for security awareness, and fire monitoring in storage areas to protect both people and products. Intelligent functions such as these operate continuously in the background, providing peace of mind without requiring constant manual oversight.

Connecting everything together, a [16-port Smart PoE Switch](#) (DS-3E1318P-EI) enables seamless communication between all cameras and the central management station. Managed through web browsers or mobile apps, this enables quick device setup and remote configuration, giving the store flexible control over the entire security network.



The benefits

Stronger insights, higher efficiency, and a better shopping experience

Since introducing the AI-powered solution, Liquor City Oasis Brackenfell has gained much better insights into how the store performs throughout the day and across the seasons. “We can now clearly see when our store is the busiest and which area attracts the most attention,” says Store Manager, Pieter Toriem. “That understanding helps us plan better and stay prepared.”

These insights have translated into stronger operational efficiency. Better visibility into peak periods supports smarter staff scheduling and faster responses during busy times, helping reduce pressure on both customers and employees. At the same time, clearer transaction reviews and structured access management help keep daily operations smooth and consistent. As Toriem says, “the new system has helped us plan better, speed up service, and reduce loss”.



Beyond operational improvements, the store has gained greater peace of mind. The comprehensive protection provided by the Guanlan large-scale AI-powered features offers reassurance that both staff and inventory are safeguarded.

The success at Liquor City Oasis Brackenfell shows how AIoT (AI-powered Internet of Things) technologies can transform a retail space into a more dynamic, efficient, and customer-focused environment. With data-driven insights, strong operational support, and scalable technology, this store has taken a confident step toward the future. It may soon inspire similar upgrades across the wider Liquor City group.



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-- Pieter Toriem, Store Manager

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